TECHNOLOGY DEPT.

A National Newspaper for Every Branch of the Industry

Automotive Daily News

PASSENGER CAR · TRUCK · TIRES · TRACTOR · ACCESSORIES

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CANADIAN PLANTS RECOVER SHARPLY FROM YEAR-END SLUMP IN CAR PRODUCTION

By FRANCIS P. DAILY
Washington Correspondent

WASHINGTON, Feb. 23.—There was a sharp recovery in automobile production in Canadian facories in January over December, it was shown today in a report received by the Department of Commerce from the Dominion Bureau of Statistics.

A total of 11,745 passenger cars and 3,631 trucks were manufactured in Canada last month, as compared with production in December of 6,052 cars and 1,700 trucks.

F. P. Daily

Last month's production compared favorably with the output of the same month of 1926, when the output totaled 11,781 cars and 3,698 trucks.

Detailed statistics covering Canadian and United States production for 1926 and 1925 were published by the Automotive Daily News in the issue of February 21.

Commenting on the recovery in American factories in January, as already published, H. O. Smith, chief of the automotive division of the Department of Commerce, today said that the apparent slump last fall was a completely normal development of the industry, and that the increase last month is "a sign of health and progress."

He called attention to the fact that the curve of production in 1926 showed a gradual variation, and had none of the serious breaks which marked 1924, nor the dip which the industry encountered in August, 1925.

This was due, Mr. Smith ex-

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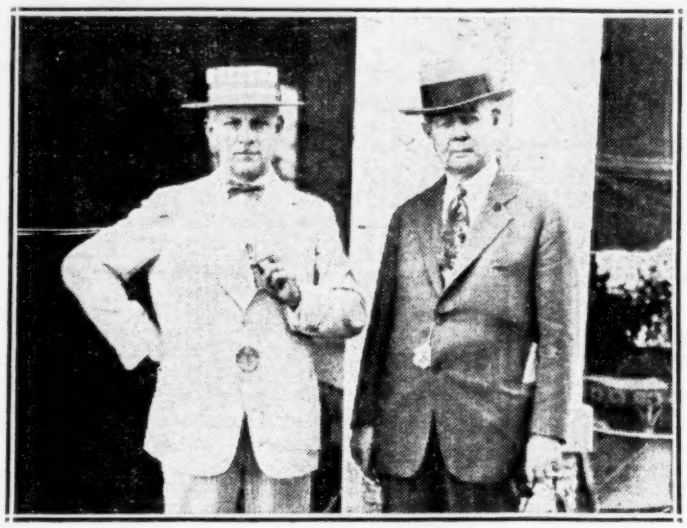
DETROIT NOTABLES.—The photo shows Charles A. Fisher of the Fisher Body Corporation and Frank Navin, president of the Detroit Baseball Club, at the races at Miami, Fla.



AUTO WARNING SIGNAL HORNS PLAN OF A.E.A.

Association Supports Uniform Motor Vehicle Code

CHICAGO, Feb. 23.—A definite system of warning signals for automobile horns somewhat similar to the systems employed for railroad locomotive whistles and an exhaust horn as auxiliary safety equipment for all cars just like the emergency brake are features of a nation-wide appeal just issued by the Automotive Equipment Association for greater safety for the pedestrian and greater protection for the automobile driver.

Announcing its support of the uniform vehicle code regulating the operation of automobiles on public highways, now pending before the legislatures of half a dozen states as prepared by the national conference on street and highway safety under Secretary of Commerce Hoover and indorsed by the American Bar Association, the A. E. A. fur-

W. M. Webster

(Continued on Page 4)

Auburn Car Output Put at 2,000 for February

Auburn, Ind., Feb. 23.—Orders on hand at the Auburn Automobile Company, here, for additional motor cars to be delivered in the first four months of the current year, indicate greater production for this period than for the entire twelve months of 1926.

Production has been set ahead as rapidly as possible in an effort to cope with the everincreasing orders that are flooding in from every section of the country where Auburn models have been displayed.

The February schedule calls for an output of more than 2,000 motor cars.

Pontiac Adds Two New Body Styles

Pontiac, Feb. 23.—Two new Pontiac Sixes, a sport roadster and a four-passenger sport cabriolet, have just been announced by the Oakland Motor Car Company, together with new prices on the Pontiac line, as follows:—

Five-passenger sedan	$775
Two-passenger coupe	775
Four-pas. sport roadster	775
Four-pas sport cabriolet	835
Five-pas. landau sedan	895
Five-pas. de l. landau sedan	975

Two-tone duco finish, clear vision windshield, 17-inch steering wheel and other high-quality features are incorporated in the two new models which will be described in detail in tomorrow's issue of Automotive Daily News.

Compulsory Insurance Success Not Proved; A.A.A. Advises Caution

Special from A. D. N. Washington Bureau

WASHINGTON, Feb. 23.—Thomas P. Henry, president of the American Automobile Association, in a statement today, took vigorous exception to the alleged success of the Massachusetts compulsory insurance law.

He pointed out that with more than fifty bills for some form of compulsory automobile insurance now before the forty-three state legislatures "there is serious danger of their being misled and influenced in the wrong direction by optimistic statements ascribed to Massachusetts officials."

Thomas P. Henry

"Massachusetts is very much before the country, and compulsory automobile insurance in its radical form is on trial there,"

Mr. Henry said. "This states owes an obligation to the rest of the country, which can best be fulfilled by the state officials presenting the simple facts relative to the operation of the law."

He declared that it is difficult to understand how a law that has been in force only a little more than a month can be said to have reduced accidents, especially since no comparative statistics are given.

"Again we are told that the law has 'made drivers more careful,'" he continued. "This is, presumably, a mere matter of opinion and at the best could only be based on limited obser-

(Continued on Page 8)

BODY BUILDERS HOLD SALON AT LOS ANGELES

Los Angeles, Feb. 23.—Despite the heaviest downpour of rain in years the attendance at the international body-builders annual automobile salon at the Hotel Biltmore was large.

The new designs in coach work attracted a great deal of attention and the volume of orders far exceeded expectations of exhibitors.

Show Rules Explained For A. E. A. Membership

Chicago, Feb. 23.—Commissioner William M. Webster of the Automotive Equipment Association has just issued the show rules in response to many inquiries from members who are advised as to the standing of the organization in regard to sanctioned or unsanction exhibitions.

The rules follow:—

"No manufacturing member of this association will display or show goods or contribute to any local or sectional show or display not sanctioned by the board of directors of this association. Any departure or violation of this rule will operate as a forfeiture of said member to show or display in the regular automotive equipment shows for the period of eighteen months from or after said violation.

"No jobbing member will show, participate or contribute to any local or sectional shows that are not sanctioned by the board of directors of this association, or by the majority of the jobbers in the locality where said show or exhibit is to be held."

The foregoing is to apply to the automotive industry only.

"The furnishing of an expert salesman or salesmen, or display boards only, to assist the jobbers at shows will not be considered in violation of our rule pertaining to same, it being understood that all other expenses shall be borne by the jobbers."

DODGE SALES UP 92% IN NEW YORK IN 1926

New York, Feb. 23.—The January number of Punch, the sales organ of G. H. Jennings, Inc., Dodge Brothers distributor in New York, summarizes the sales results for 1926 in the local territory. The Manhattan division sold 4,316 units against 2,278 in 1925, a gain of 89 per cent. The Bronx division sold 2,130 units, against 877, a gain of 143 per cent., and the Westchester division sold 2,020 against 1,253, a gain of 61 per cent. Total deliveries in the territory were 8,466, against 4,408 in 1925, a gain of 92 per cent.

CLOSING TIME FOR ADVERTISING
copy 9 a. m. two days preceding publication date.

N. Y. State Association Protests Gas Tax Bill

Albany, N. Y., Feb. 23.—That the automobile clubs of New York state are going to follow through vigorously in their opposition to the proposed gasoline tax legislation is indicated by a bulletin sent out by the New York State Automobile Association to its ninety clubs throughout the state.

This bulletin directs attention of the various individual clubs to the necessity for local action to create sentiment against any form of gasoline tax imposed upon the automobile owner.

Seven reasons are given by the state association why the gasoline tax should not be adopted. They are as follows:—

1. It taxes a necessity. Operators of small milk routes, truck farmers, the little fellow who runs a delivery and trucking business, grocers, butchers and others who use the automobile for the transaction of their daily business would be forced to pay this tax on a necessary portion of their business equipment.

2. While the proponents of gasoline tax legislation are seeking to establish a necessity tax, they have been reducing the income tax, thus relieving from taxation a class of people who have a definite income or profit at the end of the year and are, therefore, more sure of being able to pay a tax than the

(Continued on Page 8)

OLD CARS TO BE SHOW FEATURE

By B. E. ESTERS
Boston Correspondent

Boston, Feb. 23.—The efforts of Chester I. Campbell, general manager of the Boston Automobile Show, to collect throughout New England a number of models of old cars to be a feature of the Silver Jubilee of this exhibition have been notably successful and visitors to the show will have an excellent chance to compare the clumsy, awkward and more expensive models of earlier days with the sleek, new models of today.

A special hall will be given over to this exhibit, which should be one of the most important features of the celebration of the Boston show's twenty-fifth anniversary. The turning over of Talbot Hall, where the old car exhibition will be held, has made it necessary to relinquish twenty-eight spaces that ordinarily are sold. For this reason the waiting list of firms who are anxious to obtain space in the show is much larger this year than ever before. It also will cost the management something ni revenue, but because of their desire to really observe this anniversary it was thought wise to include such an exhibition.

Boston and New England dealers and distributors were urged to comb their clients for old vehicles for this exhibition and the result is a collection that will give a splendid basis of comparison. All of the models in this antique collection will not be twenty-five years old but many of them are old enough to tell their own story to the public.

The Boston Oldsmobile Company expects to have one of the old curve dash models of an Oldsmobile similar to the one that was exhibited in the first automobile show in Boston in 1902. This show was previous to the dealers' show, the anniversary of which is being celebrated this year. The Henshaw Motor Company plans to exhibit Dodge car number 213, the first Dodge car in New England.

The Chandler-Cleveland Motor Car Company here is the proud possessor of the second Chandler automobile ever built. This car will be on display in the show. One of the oldest Knight engine cars, that came to New England about 1911, is to be shown by J. H. MacAlman, New England Stearns-Knight distributor.

Franklin will observe its twenty-fifth anniversary, which coincides with that of the Boston show, by displaying in the old car exhibition the second car built by the H. H. Franklin Manufacturing Company. The model will be twenty-five years old and will be similar to the Franklin that was exhibited in the first Boston show. The Cadillac Automobile Company of Boston will show a twenty-four year old model. A 1905 model Buick will be shown by the Boston Buick Company.

Gov. Alvan T. Fuller, Packard distributor for New England, is the proud possessor of a 1901 model Packard which will be included in this display. The New England Velie Company has found a 1908 model Velie which they have secured for this exhibition.

A nineteen-year-old Hupmobile and a Reo of the vintage of 1905 completes the list that has been secured to date. Many of the dealers are still hunting for old models, and it is expected that during the next two weeks enough old-time cars will have been found to make this display one of the most complete exhibitions of old-time cars that has ever been seen anywhere. Special decorations in keeping with the old-time spirit of this display are being planned for a proper setting.

A NEW GREATER STRAIGHT EIGHT!

Is almost ready to be announced, by one of the old line companies. It will be a sensational value. An amazing chassis—with three smart body styles—in the $1800 class. It will be in addition to their present line of SIXES selling in the $1200 class. Send for information regarding this new eight—use the coupon below.

AUTOMOTIVE DAILY NEWS,
Box 101, 1926 Broadway,
New York City.

Gentlemen: Please send complete information regarding the new Greater Straight Eight which is shortly to be placed on the market.

NAME .....

DATE ..... Address .....

SPARKS from DETROIT

Farmers and Cars
* * *
Bogies
* * *
Dort Park
* * *
Percy Owens

Walter Boynton—Detroit Editor

WILL ROGERS says that rotation of crops and fewer automobiles will relieve the farmer whenever he decides to try it. There's a wrong word in that sentence. Instead of "fewer" read "more." The automobile has never hurt the farmer. On the contrary, it is one of his most important assets. It has brought him good roads, among other inestimable blessings. And it makes life on the farm more comfortable than it ever was before the automobile came.

* * *

CLOSE examination of ghosts and bogies invariably reveals the flimsy stuff of which they are made. Most of them are chiefly the product of an overworking imagination, helped on in many cases by a little material gathered by interested people. For the last year we have been reading innumerable reports that the passenger business of the railroads is steadily declining. The fact is, that while there was a decrease of passenger business in the United States in 1926, it amounted to about 1 per cent. only—not a panic-creating figure—and the freight business increased.

Moreover, every year since 1921 there has been an increase in passenger travel in sleeping cars and parlor cars.

Increasing use of automobile transportation, both public and private, has reduced the number of passengers carried in day coaches, but the totals in 1926 for passenger figures are almost exactly what they were in 1914. Losses from automobile competition are not the largest in the most densely populated sections of the country, either. Where the congestion in population is less, the roads are freer and more people travel by motor vehicle.

It pays to know the facts. When they are known, bogies are seen in the right perspective.

* * *

DALLAS DORT'S memory has been fittingly honored by the city of Flint, where he lived and worked, was born and died. The parks of the city are to be unified, under the name of the Dort Memorial Park System, with four principal parkways. There will also be a division to be known as Central Parks.

Mr. Dort did a great deal for Flint, from the time that he was associated with W. C. Durant in the manufacture of carriages, buggies and road wagons, to his development and operation as a maker of the motor vehicles that bore his name. What he did he did well, with the best that was in him.

Flint has done well to commemorate his life and his works.

* * *

Percy Owen, who founded the Liberty Motor Car Company, and was more recently in charge of export operations for Dodge Brothers, Inc., is now general manager of the American Brake Material Corporation, a subsidiary of the American Brake Shoe and Foundry Corporation of New York. The new subsidiary was organized a few weeks ago. A factory has been leased on Merritt Avenue, near Junction, where they will begin operations in March, making a newly patented brake lining for motor vehicles, besides a general line of allied products.

* * *

While the talk of rumored mergers fills the air, it is interesting to note that five automobile companies in Australia have combined, as Cheneys, Ltd., with a capital of one million pounds sterling.

* * *

MADAME RUMOR is a born gossip and her whisperings are almost invariably magnified. It has happened lately that I have heard at least six versions of what Mr. Ford is going to do, based, in every case, upon the report of some one who is said to be very close to the inner workings of the Ford mind. Facts and figures have been given—most of them at wide variance with the official data, so far as they are known.

It has been suggested that Automotive Daily News might start a column (it would often run to more than that length) of the day's rumor output. The idea would be to set everything down in that column, including rumors like

(Continued on Page 4)

SOUTH GEORGIA DEALERS UNITE

Permanent Organization Formed, Officers Elected

Fitzgerald, Ga., Feb. 23.—The South Georgia Automobile Dealers Association was formally organized at a spirited meeting of approximately fifty representatives of dealers from all over this section of south Georgia, held in the display rooms of Leonard Brothers Motor Company.

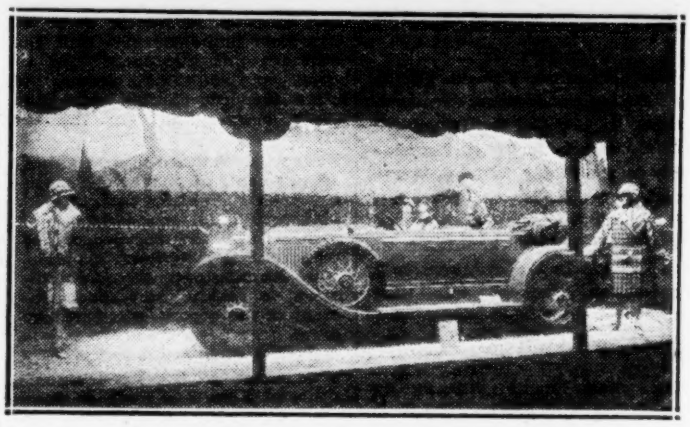
The officers of the association were elected as follows: I. E. Bowen, Tifton, president; B. I. Anderson, Fitzgerald, vice-president; R. B. Evans, Douglas, vice-president; board of directors, O. S. Holt, Rochelle; J. M. Jardine, Douglas; J. R. Brown, Ashburn; S. L. Ryals, Cordele; J. M. Willis, Ocilla; C. R. Robinson, Ocilla; W. M. Cook, Douglas.

The second Thursday night in each month was selected as the regular meeting night, and on invitation of Douglas representatives, the next meeting will be held at 8 o'clock in the dining rooms of the Doucoff Hotel, on March 10, where a banquet will be prepared.

The object of the organization is a better understanding and more cordial relations between the automobile dealers of this section, and it aims to extend its influence throughout south Georgia and deal primarily with credits and certain policies that have been almost the ruination of the automobile retail business in this section, as explained by B. I. Anderson, who presided during the meeting.

For the time being the activities of the association will be confined to friendly discussion of the problems of the industry in the hope that conditions will be bettered thereby, and many of the immediate problems came in for a lengthy discussion at this first session. Principal among these were the losses sustained from small down payments that too often end in the car being repossessed, and the formation of some sort of credit association similar to that operated by other retail merchants.

SHOW WEEK DISPLAY. The exhibit in this window was prepared by the Mabbett Motor Car Company, Cadillac distributor at Rochester, N. Y., and used effectively during the recent show week there.



Chevrolet Order Worth $12,000,000

Boston, Feb. 23.—J. C. Chick, New England zone sales manager of the Chevrolet Motor Company, announces that Chevrolet dealers of New England have placed what is one of the largest if not the largest order ever placed by a New England dealer organization for cars to take care of the spring deliveries. Forty-three hundred carloads, approximately $12,000,000 worth of Chevrolets, will soon start rolling into New England to supply the New England retail demand.

Mr. Chick adds that during January these dealers hung up a new sales record of the greatest retail sales volume that Chevrolet ever enjoyed. This demand still continues and, despite the fact that the current month will be the largest of any February in the history of this section, dealers are experiencing a shortage on some models. To take care of this demand this gigantic order has been placed that will bring into New England the greatest number of Chevrolets ever shipped to this part of the country.

EDDINS ADDRESSES SALES CONFERENCE

Kansas City, Feb. 23.—A sales conference of Oldsmobile dealers in Missouri, Kansas and Oklahoma was held here last week, closing with a dinner at the Kansas City Athletic Club. More than 150 dealers from the three states attended. H. S. Eddins, vice-president and general sales manager of the Olds Motor Works, Lansing, Mich., was here for the conference.

Mr. Eddins told the dealers he believed the peak had been reached in "refinements," such as upholstery, lighting, etc., and from now on motor car manufacturers would bend their efforts to building a car with longer life and more safety.

OAKLAND PONTIAC LINE

Springfield, Ill., Feb. 23.—The Art Ray Motor Company is now local distributor for Oakland and Pontiac. This firm is composed of A. S. Johnson and his son, Ray C. Johnson. The company plans extensive alterations of the building at 213-19 East Capitol Ave., which will make it one of the finest automobile buildings in the city.

OLDSMOBILE DEALERS TO MEET IN ATLANTA

Atlanta, Ga., Feb. 23.—Approximately 200 Oldsmobile dealers from all parts of the southeast will gather here Friday to open their first annual meeting in the South with an all-day session at the Capitol City Club.

The meeting will be featured by the attendance of a group of prominent executives from the home office of the Olds Motor Works, according to T. K. Johnson, manager of the Atlanta branch. An entertainment program has been arranged for the visitors, including a luncheon at the Capitol City Club, a banquet at night, followed by a theater party.

OAKLAND OFFICIALS MEET TEXAS DEALERS

Dallas, Tex., Feb. 23 (U. T. P. S.).—The principal business of the automobile industry in the past has been production; in the future emphasis must be given to merchandizing of the car, said A. R. Glancy, president of the Oakland Motor Company, who, with several other factory officials, attended a sales conference here last week.

The Oakland officials were here to discuss sales and advertising plans for the year. Other Oakland officials attending the conference were W. E. Fellows, director of advertising; E. M. Lubeck, Western sales manager; R. A. Armstrong, director of service; W. M. Chamberlain, director of sales division. Some 300 Oakland and Pontiac dealers attended the conference.

FRANKLIN DISTRIBUTOR

Greenville, S. C., Feb. 23.—The Franklin Automobile Company has just announced the appointment of the Franklin-Greenville Company, Inc., as exclusive Franklin distributor for the state of South Carolina. The Franklin-Greenville Company, according to the announcement, will limit its activities to Franklin cars and parts. George Norwood is president of the company, which has just been reorganized.

Girl Succeeds in Car Sales Field; Enjoys Her Work

Cleveland, Feb. 23.—Women prove as good automobile salesmen as men, if they apply themselves, according to Miss Hildegard Klickow, a salesman for the Olds Motor Works Cleveland branch.

Miss Klickow

"Selling automobiles is one of the most fascinating careers open to women," Miss Klickow said. "The work is interesting and involves less routine than most professions. Success is dependent only upon individual ability and persistence."

Miss Klickow started selling automobiles two years ago and now is one of the most successful business getters in Cleveland.

"It's easier to sell to women because they know just what they want, even though their reasoning sometimes is unfathomable. I think men sell best to men," she says.

Miss Klickow prefers, however, to work with men.

"They are more tolerant than women," is her explanation.

DEALERS HEAR LADY EXPLAIN HOW TO SELL

Champaign, Ill., Feb. 23.—Forty Chevrolet dealers and salesmen of this territory gathered at the Kincaid Motor Company offices this week and heard Miss Georgia Johnson, Chicago, one of the leading Chevrolet salesmen, discuss sales.

"Any woman should be a better salesman than a man," she declared to the group—and proved it. C. L. Alexander, sales manager for Illinois; J. H. Lloyd, assistant, and F. Smith, sales promotion manager of Chicago, were other speakers.

With the Distributors

HOST TO DEALERS

Des Moines, Ia., Feb. 23.—The Payne Motor Company, Paige distributor, entertained sixty-five members of its state organization at the Hotel Fort Des Moines. C. W. Payne, Minneapolis, president of the company, presided, and S. E. Jamieson, general service supervisor of the Paige-Detroit Motor Car Company; C. B. Gaunt, general sales manager of the company; D. B. Skinner, assistant to the advertising manager, and A. R. Rockwell, general manager of Payne Motor, were speakers.

USED CAR QUARTERS

Chicago, Feb. 23.—A new emporium devoted exclusively to the sale of used cars has been opened by the Dashiell Motor Company, Dodge Brothers distributor, at 3252 Milwaukee Ave., under the management of William W. Cameron, formerly in charge of the used car sales room of the Dashiell Company on Michigan Avenue.

TO OPEN BRANCH

Oakland, Cal., Feb. 23.—Boyer-Tenant, northern California Franklin distributors, with headquarters in San Francisco, have announced that they will open a branch here to take care of the hundreds of Franklin owners in this section of the Bay district. The Oakland branch of the Boyer-Tenant organization will be in charge of T. E. Swayne, for many years engaged in the automobile business here and in San Francisco.

FIRMS CHANGE HANDS

Duluth, Minn., Feb. 23.—The McLeod-Nash Motors, Inc., is now operating as distributor and retailer in the Duluth territory for the Nash line, the franchise for which has been secured by G. K. McLeod, for the past two years the chief of the Chandler-Cleveland firm here. The Nash, until recently, was distributed by the F. H. Lange Motors, which now has the Reo distributorship. The Chandler is now sold by Martin Rosendahl, Inc.

BUICK BRANCH GAINS

Atlanta, Ga., Feb. 23 (U. T. P. S.).—The Atlanta branch of the Buick Motor Company leads the entire United States for 1926 in percentage of sales gains, according to announcement by H. H. Alexander, Atlanta manager. The percentage of gain registered by the local plant was 43 per cent., he announced.

TAKES GARDNER LINE

Kansas City, Feb. 23.—The Gardner Motor Sales Company has taken over the business here of the Tri-States Motors. The new company is a direct factory branch in the handling of the Gardner line of cars. The show rooms and offices have been moved from 1727 McGee St. to 26th Street and Grand Avenue. F. S. Dey is manager of the new organization.

LEASES NEW BUILDING

Milwaukee, Feb. 23.—The John E. Nelson Company, distributor of Stutz motor cars for the state of Wisconsin, has leased the new building at 532 Van Buren St., which will be the new home of this organization. A large new service department is operated under the supervision of Clarence Scates.

for Economical Transportation

CHEVROLET

People everywhere are asking—"How can Chevrolet offer such quality at such amazingly low prices?"

The answer is found in Chevrolet's tremendous volume, plus the vast resources and engineering skill of General Motors.

Since Quality at Low Cost is always in demand, Chevrolet dealers always enjoy volume business the year round.

CHEVROLET MOTOR CO., DETROIT, MICH.
Division of General Motors Corporation

QUALITY AT LOW COST

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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Advertising Headquarters—1926 Broadway, New York, N. Y. Telephone Trafalgar 3500 Harry A. Tarantous, Advertising Manager. George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich., phone Empire 3500; C. H. Shattuck, Western Manager, 168 North Michigan Ave., Chicago, Ill., phone Central 5938. Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry Building, Seattle, Wash.; Philadelphia Office, 15th and Cherry Streets.

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The Canadian Title Law

CANADA is about to try the experiment of enforcing a rigid automobile title law which was actually passed in October of last year but has not until now been placed in actual operation. This law provides that the manufacturer must deliver to the dealer a signed certificate of ownership. The dealer delivers this certificate to the purchaser after establishing his title to ownership. The purchaser then signs the certificate and submits it to the Revenue Bureau at Montreal or Quebec.

Thereafter whenever the car changes ownership the title certificate must be properly filled out and submitted to the authorities. The certificate follows the car during its life. When a car is sold the seller places the date of sale in the proper place on the certificate and gives this to the buyer, who must then submit it to the licensing authorities. It is only after all these formalities have been met that the new owner acquires official title to his car.

This system ought to make things hard for the automobile thief, but these gentry are extremely resourceful and the end is not yet.

In the Canadian law we notice certain features that appear to have potentialities for trouble. For instance, a great latitude of action is permitted revenue officers in their quest of cars not properly titled. They are empowered to seize at sight and to enter any garage after 10 o'clock at night, if they suspect that a falsely titled car is there. They can stop any car at any hour of the day or night, and if they have ground for suspicion of its ownership they can take it from the street and make the driver walk.

As a general thing, Canada has proved itself sane and conservative in passing laws. Many of the provinces tried out the prohibition idea, and finding that it did not work dropped it. As a whole, the Dominion has refused to accept "bunk" in place of common sense. But we wonder whether the drastic powers conferred upon revenue officers are going to prove satisfactory. In this country we have lately suffered from much of this granting of extraordinary powers to law enforcement officials and the result has not been happy. However, this is a minor detail, and if the acts of enforcement officers prove to be annoying, we may be sure that Canada will alter the law to meet the situation. In the meantime, the Dominion has an anti-theft statute which would seem to offer hope of ending this particular type of crime. We may possibly see something to our advantage by watching the operation of this Canadian title law.

Cars for England

A PLEBISCITE arranged by The Motor, London, for enumeration of improvements desirable in the eyes of English motorists, brought out a preference for "much easier lubrication, easy starting, less frequent gear changing, reduced gasoline consumption, trouble-free brakes" as five out of the six most generally recognized desiderata. More powerful electrical equipment, easier tire maintenance, lighter cars and better heating and ventilating systems were other popular features.

Does this not indicate pretty clearly that the field for American automobiles in Great Britain can be made larger than it is at present, provided prospective buyers are shown that our cars contain the very features apparently conspicuous by absence in many British makes?

CALIFORNIA TO HAVE IMPROVED AUTOMOBILE CODE

San Francisco, Feb. 23 (U. T. P. S.).—Summarizing amendments to the California vehicle act recommended by the Legislature by the motor vehicle conference, Percy E. Towne, chairman of the conference and head of the Public Safety Committee of the California State Automobile Association, pointed out that these proposed changes in the law concern every dealer in the state.

The amendments, Towne explained, are designed principally to promote safety on streets and highways and to protect the property interest of the motorist in his car. They have been incorporated in one bill introduced in the Legislature by Senator Arthur H. Breed, father of the present vehicle act.

Before voting approval of the proposed amendments, lengthy hearings were held by the conference, which is composed of representatives of the California State Automobile Association, Automobile Club of Southern California, County Supervisors Association, Agricultural Legislative Committee, Highway Patrolmen's Association and other organizations interested in motoring and traffic matters.

Mr. Towne outlined the proposed amendments as follows:—

Authorizing the State Motor Vehicle Department to cancel all drivers' licenses which have been outstanding three years or more. Applicants for renewal of license to be subject to examination at the discretion of the department.

Making it mandatory on the state Motor Vehicle Department to conduct an examination as to fitness of all new applicants for licenses to operate a motor vehicle.

Requiring that the white certificates of registration be accompanied by a similar document which is to be carried in the car when the original certificate has been removed for transfer of the car or registration. Requiring the certificates or the copy to be displayed in the driver's compartment, so as to be visible from the exterior of the vehicle.

Persons involved in accidents causing personal injuries or deaths may be required by the state Motor Vehicle Department to file reports on same which are not to be used in any criminal or civil action. Department to keep a record of accidents in connection with safety studies.

Requiring county sheriffs or police departments to report to the state Motor Vehicle Department thefts of cars not recovered within seventy-two hours, department not to transfer or register stolen cars.

Giving juries power to recommend punishment in convictions for driving while intoxicated, the court having no authority to impose a sentence greater than that recommended.

Making it unlawful after January 1, 1929, to use or equip a motor vehicle with a muffler cut-out.

More clearly defining business and residential sections for purposes of enforcing speed laws. Requiring that only main highways leading into 15 or 20-mile speed limit zones be sign-posted.

Repealing the requirements that signs at railroad crossings be posted 300 feet from tracks and permitting their installation at a reasonable distance at the most favorable position for safety.

Making it a misdemeanor to refuse or neglect to deliver the pink certificate of ownership to a purchaser of a car who is entitled to the certificate. Requiring dealers to notify the department of cars sold or transferred, except to another dealer.

Doing away with five-day citation notice on arresting persons for tampering with a vehicle or entering it with intent to commit malicious michief and permitting immediate arrest.

Signal Horns for Autos Is Plan

(Continued from Page 1)

ther goes on record in favor of "courteous-toned horns" and the courteous but intelligent use of horns, as additional factors of safety through gaining automatic public co-operation for the car driver.

"It would be safe to assert that 10 per cent. of accidents caused by motor vehicles on public highways could be eliminated by proper horns and the proper use of horns," says William M. Webster, commissioner of the association, in making the announcement of the organization's safety drive.

"Failure to understand hand signals, failure to see hand signals, failure of a horn to work or sometimes even the paralysis of fear which affects certain types of people when startled by a sudden noise like the approach of an automobile, all together probably account for at least 10 per cent. of accidents between or caused by automobiles on public streets and roads.

"We are at work on a definite system of signals by horns which will tell car-drivers automatically what the driver ahead or behind desires to do. We are also making a collection of statistics of accidents where the proper use of the horn, or where the presence of an exhaust-horn on the car in emergency, would have prevented damage or injury. An exhaust horn on a car is absolutely automatic in its operation, and its tone is musical and courteous yet firm and commanding in its warning. Exhaust horns are already developed which have scale-notes like a bugle and whose volume of tone can be regulated like a bugle. We believe they are going to be a distinct addition to 'car politeness' as well as accident prevention."

Legislative committees appear to be universally in favor of reporting a uniform highway safety law, says Mr. Webster, and seem disposed to entertain the particular code worked out by Secretary Hoover.

GOTFREDSON CORPORATION REPORTS $196,032 PROFIT

Montreal, Feb. 23.—Gotfredson Corporation, Ltd., shows net profits of $196,032 for the year ended December 31, 1926. This amounts to $1.96 per share on the 100,000 shares of non-par stock outstanding. Sales for the year were $2,797,907, as against $2,558,100 for the previous year. Profits before taxes and depreciation amounted to $250,650. Dividends amounting to $150,000 were paid. Benjamin Gotfredson, president, in his report, states that profits for the year were not as large as were anticipated, owing to the fact that business in the early summer months was badly upset by changes in the tariff. He states that the company still continues in a strong financial position in spite of that fact.

SPARKS

(Continued from Page 2)

one to the effect that the King of Siam is about to establish a factory for making brass knuckles in Detroit. It would doubtless make what the lamented Horace Greeley used to describe as "mighty interestin' readin'." A feature of the column ought to be the standing line: "This cannot be confirmed from official sources."

* * *

Take two that have come in within the last half hour. One is that Chevrolet was about to announce a price reduction. That was nailed by an important Chevrolet sales executive. Another was that General Motors was to move out of its present building, to occupy the new Fisher Brothers building just across the way—when it shall have been completed. The Pennsylvania System is said to be the incoming tenant here. No one in authority in Detroit would even discuss the possibilities of this report.

* * *

A couple of Bay City men declined to pay a Detroit garage operator 85 cents for repairs to their automobile. They left without settling, and the garage man chased them, miraculously securing police aid. When the car was searched, it was found to contain forty-five gallons of grain alcohol, worth about $700 in money. This was confiscated and the men were arrested for transporting it. It would have been cheaper to have paid the 85 cents.

250 MORE ROOMS
All With Bath
and a Fireproof
300-CAR GARAGE
Will Be Opened About
APRIL FIRST

Cleveland's leading hotel will then become Cleveland's largest hotel as well, with 1,050 Rooms and 1,050 Baths.

In Cleveland—it's
THE HOLLENDEN
Theo. DeWitt, Manager

BETTER THAN DIRECT MAIL AT LOWER COST

WRITE FOR DETAILS
Automotive Daily News
1926 Broadway New York, N. Y.

The Greatest Single Force in the Industry Today

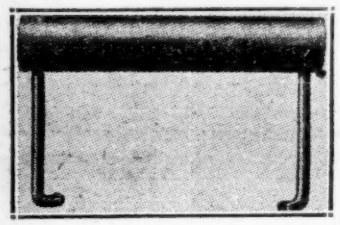
New Automotive Equipment

This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

RONSON CIGAR LIGHTER

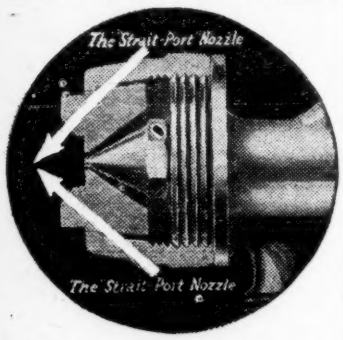
A pocket lighter, which is stated to work positively and should therefore be a welcome accessory to the driver, is manufactured by the Art Metal Works, Aronson Square, Newark, N. J. A snap of the tumb lights the fuel-saturated wick, while release of the tumb extinguishes the flame. The Ronson lighter is silverplate finish on nickel silver, and is available in plain or engine turned cases, as well as with fraternal emblems. It is furnished packed in a sateen-lined jewel case.

BATTERY CARRIER



The General Equipment Corporation, Kalamazoo, Mich., manufactures a battery handler which lifts batteries by the connectors of the cells. It may also be used for lifting and carrying new batteries without handles. The lifting hooks of the G. E. handler are flattened and lipped in order to prevent slipping.

BINKS SPRAY EQUIPMENT

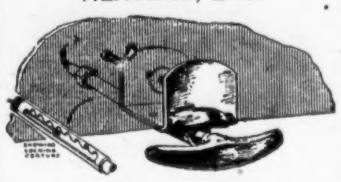


Portable, stationary and industrial types are built by the Binks Spray Equipment Company, 3114-28 Carroll Ave., Chicago. These products are designed, according to type and purpose, to operate efficiently with lead and oil paints, enamels, lacquers, varnishes, red lead, graphite, oxide and aluminum paints. Detailed information as to suitable equipment types for any given purposes are obtainable from the firm's engineering department.

ANTI-KNOCK TABLETS

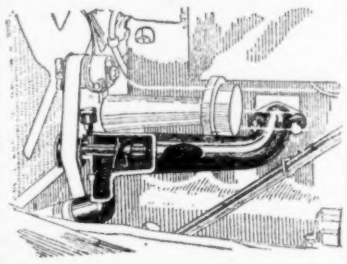
Compounded for the purpose of increasing mileage obtained from gasoline and giving greater starting ease, while reducing knocks, carbon deposits and crankcase dilution, Hy-Gas Motor Tablets are used at the rate of one per gallon of fuel. The tablets are manufactured by Hy-Gas Laboratories, Inc., 2 Rector St., New York city.

DASH HAND CONTROL FOR HEATERS, ETC.



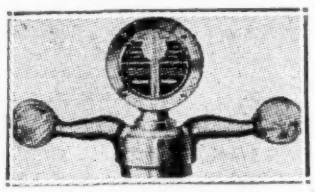
A neat dash control device of nickeled brass and steel is made by the Zim Manufacturing Company, 3037 Carroll Ave., Chicago. To prevent twisting and breakage, the control wire is swiveled. This device is simply clamped to the dash at any suitable point and requires no drilling. It is possible to lock the control in any desired position. The Zim device may be used for controlling heaters, chokes, exhaust horns, cutouts, radiator shutters, etc.

CIRCULATING PUMP FOR ESSEX ENGINES



The Milwaukee Circulating Pump and Manufacturing Company, 331 9th St., Milwaukee, Wis., has announced a new circulating pump, specially designed for use on Essex cars. Construction provides for installing this pump without the need of drilling or tapping, nor is elimination of any engine part required.

NEVA-LOST RADIATOR CAP



A new model of Neva-Lost locking radiator cap has recently been brought out by the Welker-Hoops Manufacturing Company, Middletown, Conn. The Vitro-Onyx is so made that it is locked or released by a quarter turn; provision is made to permit positive locking of the Moto Meter. The body of the cap is heavily nickel-plated and the handle bar ends carry balls of Vitro-Onyx.

P. T. LEGARE, LTD., HAS GOOD BUSINESS YEAR

Montreal, Feb. 22.—A year of progress is reported by P. T. Legare, Limited, of Quebec, whose annual report is now available. The more important features of the report are summarized as follows:—

Total sales for the year, $3,564,000, an increase over 1925 of $300,000. Profits for the year 1926 available for interest on outstanding bonds, $351,156, an increase over 1925 of $52,000.

The above figures cover only the operations of P. T. Legare, Limited, and do not include the operations of any of its subsidiaries. One of its subsidiaries, the Legare Automobile and Supply Company, which has its branches throughout the province of Quebec, reported sales during the past year to the amount of $6,500,000, while profits showed a substantial increase over the previous year.

Accessory News

KEEPS OPEN HOUSE

Boston, Feb. 23.—The Hexdees Company, 1258 Boylston St., distributor of the new type Hexdees shock absorber, followed the example of the automobile salesrooms and kept open house here yesterday on Washington's Birthday. The showrooms were attractively decorated in honor of the occasion, and Manager Newell of the new company was in charge of the special demonstrations that were given.

VISIT A. E. A. OFFICES

Chicago, Feb. 23.—Recent visitors at the headquarters of the Automotive Equipment Association were L. Sabotka, 4th. Vienna, Austria, and C. James Bartlett, 212 Clarence St., Sydney, Australia. Both are distributors and importers of automobile accessory equipment and replacement parts and are seeking further lines of non-competing goods.

TRANSUE-WILLIAMS

Alliance, O., Feb. 23.—But one change was made in the board of directors of the Transue-Williams Steel Forging Corporation of Alliance, manufacturer of automobile parts, at the annual stockholders' meeting. W. G. Curtis of Detroit was added to the board. Old members re-elected are Frank E. Dussel, A. A. Mulac, W. H. Purcell and F. W. Trabold, Alliance; B. W. Brown of Cleveland and H. R. Jones of Canton.

N. S. P. A. TRAFFIC CHIEF

Chicago, Feb. 23.—Appointment of a traffic agent for its members has been authorized by the board of directors of the National Standard Parts Association. Members of the association will forward their traffic invoices to headquarters, where they will be checked thoroughly by the N. S. P. A. traffic agent for overcharges, and claim and collection made.

Millspaugh & Irish, Body Builders, Buy Extra Plant

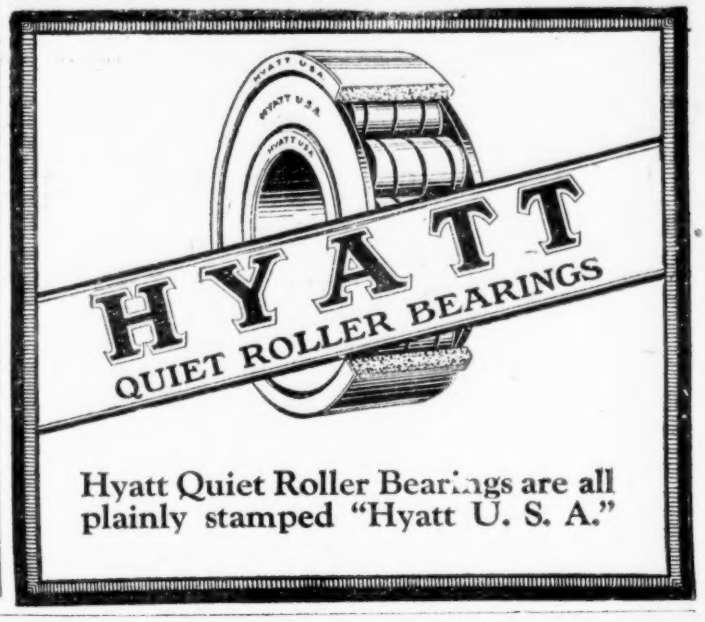
Indianapolis, Ind., Feb. 23.—Millspaugh & Irsih, manufacturer of bodies for motor vehicles, has closed a deal for the purchase of the plant of the Mid-West Engine Company, Martindale Avenue and 19th Street, this city, paying $280,000.

The latter company became defunct several years ago and the plant has since been idle. The new owner plans to operate it as a part of its main plant and will utilize it for special orders, one of these, recently received from Dodge Brothers, Inc., making it necessary to expand.

The main plant of the Mid-West company covers twenty-five acres and carries as many buildings. In a short time Millspaugh & Irish plans to commence the installation of machinery utilized in the production of car bodies, and hopes to have the plant in full operation by spring.

HANCOCK OFFICE MOVES

Jackson, Mich., Feb. 23.—The Hancock Manufacturing Company has moved its Detroit sales office from the Kresge Building, where it has been for about the last fifteen years, to 4-140 General Motors Building. The company is represented in Detroit now by Frank N. Butz, formerly with the Hamilton-Wade Company.



LESS EXPENSE—

MORE PROFIT.

IF YOU could reduce your used car inventory by half and maintain the same dollar volume of turnover, your net profit would be larger, wouldn't it? Think this over, and write for facts regarding the Locomobile franchise.

LOCOMOBILE MODELS

"8-66"	"8-80"	"90"	"48," Series 10
$1785-$1895	$2850 and up	$5900-$7500	$7400-$12000

Prices f.o.b. Bridgeport

LOCOMOBILE COMPANY OF AMERICA, Inc.
BRIDGEPORT, CONNECTICUT

Locomobile

TRUCK COMPANY IS TAKEN OVER

Head of Selden Company Acquires Control Of Kelly Corporation

By M. B. SCALES
A. D. N. Correspondent

Rochester, N. Y., Feb. 23.—H. E. Zimmerman of New York city, who recently became president of the Selden Truck Corporation of this city, has taken over the control of the Kelly-Springfield Bus and Truck Corporation of Springfield, O.

Both factories will be continued under the present names for the present, at least, according to H. V. Webber of this city, assistant treasurer of the Selden Truck Corporation here. Mr. Webber said that in no case would the Seiden Company give up its plant here.

W. G. Clay, who for the last two years has been assistant sales manager of the Selden Truck Corporation, was last week promoted to sales manager by Mr. Zimmerman. In his two years as assistant sales manager, Mr. Clay devoted his time chiefly to the company's business in Pennsylvania, Maryland, West Virginia and New Jersey. He will now take charge of the entire sales organization.

Tire Dealers

DUNLOP

Buffalo, N. Y., Feb. 23.—The following dealers have been granted the Dunlop franchise by the Dunlop Tire and Rubber Company, recently:—

Kalispell Nash Motor Company, Kalispell, Mont.; Marshall Auto and Tire Service, Devil's Lake N. D.; Yorkville Auto Supply Depot, New York city; Mercersburg Motor Company, Mercersburg, Pa.; Minshall & Moore, Kennet, Pa.; Thixton Motor Company, Freehold, N. J.; Rohde & Kopelle Company, Keshena, Wis.; Stuart & Chapman, Darlington, Wis.; Schmitz Garage, Frazee, Minn.; Portage Boat and Engine Company, Portage, Wis.; H. A. Grosham, Freemont, Neb.; Pioneer Garage and Motor Company, Silver City, N. M.; Clyde McGinnis, Braddyville, Ia.; Merkly Service Station, Blackport, Ida.; Joe Greenberg, Algona, Ia.; A. M. Wiking Motor Company, Jerome, Ida.; F. H. Unfug, Walsenberg, Col.; Ava Motor Company, Ava, Mo.; A. N. Neal, Conway, Ark.; Main Garage, Cortland, N. Y.; John Delisio, Webster, Mass.; Strand Tire and Vulcan Company, Dorchester, Mass.; Highlands Garage, Shippensburg, Pa.; A. R. Crawford, Lakeport, Cal.; H. P. Andrews, Spencer, Mass.; Patrick Mulvihill, Oakiyn, N. J.; Paul Saloky, Phillipsburg, N. J.

Parisean's Repair Shop, Ware, Mass.; Neponset Battery and Tire Company, Neponset, Mass.; A. D. Veit, Azusa, Cal.; Lande Tire Sales, Flint, Mich.; Dodge Service Garage, Owensville, Mo.; Western Auto and Radio Supplies, Chicago, Ill.; Seventeenth Avenue Garage, Homestead, Pa.; F. O. Horn Company, Cleveland, O.; Marty & Schaad Auto Company, Monroe, Wis.; Owen Brothers, Stuttgart, Ark.; John L. Smith, Dover, Del.; Central Valley Service Station, West Orange, N. J.; Dudley Hill Store, Dudley, Mass.; Union Street Garage, Warren, R. I.; Goettl Brothers, Mansfield, O.; South Side Service Station, Swansboro, Ga.; Well Tire Shop, Demopolis, Ala.; F. S. Tibbetts, Caribou, Me.; Rice Bros. Auto Company, Chattanooga, Tenn.; Grattenthaler's Tire Shop, Michigan City, Ind.; P. Creedon & Co., Salem, Mass.; Robert Laubenheimer, Richfield, Wis.

L. H. Ballard, Millbury, Mass.; Albion Garage, Wakefield, Mass.; L. P. Soiberg, Pequot, Minn.; Thibault's Filling Station, Lowell, Mass.; Wm. Craib, West Eyston, Mass.; Co-Operative Tire Sales, Boston, Mass.; Van Russ Garage and Filling Station, St. Louis, Mo.; Carter Motor Company, Pawnee, Okla.; Dela Mission Garage, Milford, Utah; The Ellis Auto Company, Naugatuck, Conn.; Franklin Auto Company, Franklin, Mass.

Four Dirigibles and 7 Balloons Ordered by U. S. From Goodyear

Akron, O., Feb. 23.—The Goodyear Zeppelin Corporation, a subsidiary of the Goodyear Tire and Rubber Company, has received an order for four dirigibles and seven balloons from the United States Navy Department which will total a cost of approximately $500,000.

Work will begin immediately on this order, which is the largest for lighter-than-air craft ever placed in the United States since Goodyear constructed the gas cells for the great Shenandoah. It is said that the ships will be used for transcontinental flights, training purposes, coast defense, etc.

BUYS FOUR BUSES

New York, Feb. 23.—Third Avenue Railway Company, New York, has augmented its bus operations in Westchester county by the addition of four twenty-nine-passenger Mack city type buses, six-cylinder model. These buses will operate between White Plains and Tuckahoe, N. Y.

HOUSTON TIRE ASSN. SEEKS CO-OPERATION

Houston, Tex., Feb. 23 (U. T. P. S.).—The Houston Tire Dealers Association entertained the factory representatives and branch managers with a banquet last week. W. S. Curtis, president of the association, presided. W. S. Patton of the South Texas Commercial National Bank was the chief speaker.

Mr. Patton's address dealt with the necessity for co-operation in related lines of business, which was the objective of the meeting. Several of the factory representatives and the branch managers made brief addresses, all pledging close co-operation with the tire dealers in efforts to better service. About forty representatives of factories and branches attended the meeting.

Bus Lines in Ohio Now Number 356

Columbus, O., Feb. 23 (U. T. P. S.).—Thirteen makes of motor buses are used in Ohio, according to a recent handbook issued by the Ohio Moyor Bus Owners Association, which was prepared by Secretary C. J. Randall.

There are approximately 356 motor bus lines in operation in the Buckeye State, touching every county in the state. The motor buses and other property represent an investment of $8,000,000 or more. Virtually every one of the lines serves communities which have no other means of transportation.

According to the figures collected more than 12 cents out of each dollar of receipts by motor bus companies is paid out in some form of taxation. These include Federal sales tax, state license fee, state public utilities tax, gasoline tax and personal property tax.

Compiled by R. L. Polk Company, Detroit, Mich.

DELAYED NOVEMBER, 1926,

States.	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Dodge	Elcar	Essex	Flint	Ford	Franklin	Gardner	Hudson	Hupmobile	Jewett	Jordan	Lincoln	Locomobile
N. Dakota		26		1	205	50	8		11	2	329			2	5	1		2	

Compiled by R. L. Polk Company, Detroit, Mich.

DECEMBER, 1926, NEW CAR

State	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Dodge	Elcar	Essex	Flint	Ford	Franklin	Gardner	Hudson	Hupmobile	Jewett	Jordan	Lincoln	Locomobile
Alabama		96	15	8	683	76	68		58	1	761	3		26	14				
Arizona		75	4	1	67	66	59		47		220			31	7	3			
Arkansas		13	1		108	11	17		5		248			1	1				
California	24	1444	160	101	1076	1017	709	1	392	6	2862	45	11	210	156	24	20	47	7
Colorado	1	55	3	8	120	36	25		36	2	163		2	20	5	7		1	
Conn'ticut	4	117	22	15	233	121	59		107	5	147	15	1	81	18	4	1	1	4
Delaware		35	4		47	21	11		25		150	4		12	2		2	1	
Florida	2	258	26	2	688	163	146		120	1	1227	9		81	43	7	12	13	
Georgia		190	8	1	685	81	73	1	50		1126	4		28	9	2		1	
Idaho		12		1	46	9	15		7		63			4	2	2		1	
Illinois	21	485	90	36	865	348	184	6	186	6	990	22	10	108	71	11	18	65	7
Indiana	12	282	15	20	761	163	131	12	189	1	1443	5	4	74	37	10	4	1	3
Iowa	3	332	17	12	1899	264	305		274	3	2592	4	3	89	37	9	3	8	
Kansas		18	2	1	147	30	22		26	2	267			12	3	1			
Kentucky	1	74	6	5	392	79	71		59	1	425	1	1	25	20	2	1	3	
Louisiana		61	5	4	181	40	45		15		226	1		7	2	1		2	1
Maine		14	1		11	5	4		16		19	1		6	1				
Maryland		188	26	16	526	100	115	1	99	3	705	6		59	40	6	4	5	7
Mass'setts	11	182	41	17	253	175	134		227	8	509	22	7	117	38	4	5	5	5
Michigan	6	940	105	35	1477	648	271	4	919	8	2531	6		372	64	13	10	22	1
Minnesota	34	52		3	477	70	37		69	1	345	1	1	25	7	5		2	
Misissippi		12	2		183	2	8		6		254			4	3				
Missouri	3	240	27	24	673	166	114	1	122	3	997	13	11	57	25	4	2	2	
Nebraska	1	193	5	5	566	107	113		58	2	742			30	15	3	2	2	
Nevada		14	3		11	12	4		3		8			2	2	1			
N. Hampsh.		7	2	2	25	10	8		26		39	3		8					
N. Mexico		24	1		87	21	24		3		181			2	1				
New York	29	788	195	132	1272	620	494	7	533	20	1207	84	8	302	142	29	54	50	17
N. Carolina		187	14	3	893	155	136		98	2	2111	6		71	4	2	1	1	1
N. Dakota		4			32	7	1				55								
Oklahoma		280	24	2	1111	183	259		85	3	1643	3	2	57	32	2	2	5	
Oregon	3	65	2	12	230	68	54		56		302	2		12	6	4	1	1	
Penn'vania	23	890	133	194	2458	907	587	10	717	42	3087	57	22	469	197	39	42	20	15
Rh. Island	2	45	6	4	46	27	24	1	25		54	4		16	1	1			
So. Carolina		91	3	4	466	96	66		40		996	5		28	9	3		1	1
S. Dakota		29		2	128	19	23		16		154			4	5	3	1	1	
Texas	1	643	42	10	2359	435	459		202	4	3796	19		124	60	3	16	5	1
Utah		21	1		37	9	7		14		58			7	1	1			
Vermont		8			29	10	4		15		40			2					
Virginia	2	124	8	20	660	163	115		89	4	1260	3	1	49	27	9	5	3	1
Wash'gton	4	346	18	33	605	258	205		177	4	1068	12	2	91	30	22	3	7	1
W. Virginia	1	7	3	1	31	8	7		2		51		1	2		1			
Wisconsin		38	4	4	126	22	22		17	1	202			14		1	2	1	
Wyoming		50	3	1	44	9	28		8		31		1	2	3	1			
Dis. of Col.	1	69	18		131	37	61		83		225	3		33	25	5	2	4	15
Total....	190	9098	1065	739	22945	6874	5324	**44	5321	133	35580	363	88	2774	1165	245	213	281	87

**Complete returns not in

JANUARY, 1927, NEW CAR

States	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Dodge	Elcar	Essex	Flint	Ford	Franklin	Gardner	Hudson	Hupmobile	Jordan	Lincoln	Locomobile	Marmon
Illinois	79	892	181	84	1931	650	402		447	42	1564	33	37	305	168	44	99	17	31

Incorporations

KENTUCKY

Frankfort, Feb. 23.—Articles of incorporation just filed with the secretary of state pertaining to the automobile business follow:—

The Somerset Chevrolet Company, Somerset, $3,000; A. W. Cain, W. M. Price and George Orwin; conduct a public garage, sell accessories, service station, etc.; dealer for the Chevrolet.

The Red Fox Oil Company, Georgetown; increasing capital stock from $10,000 to $25,000; selling oils and gasoline, etc.

Bender Springs Company, Louisville, $5,000; Walter Bender, John F. Hagner and Matilda F. Bender, all of Louisvlle; manufacture, wholesale and retail automobile springs.

Williams & Bogan, Franklin, $10,000; R. K. Williams, Henry S. Bogan and John S. Milliken, all of Franklin; retail dealers in automobiles and automobile accessories, operation of service station and public garage.

The Service Bus Company, Glasgow, increasing capital stock from $14,500 to $100,000.

Big Injun Oil Company, Louisville, $500,000; O. H. Pollard, Ben P. Duncan, V. S. Beatty and Monroe McGuire, all of Beattyville, to manufacture, refine, wholesale and retail all kinds of oils, gasolines, etc.

Milliken Battery Company, Louisville, changing name to the Milliken Tire and Battery Company.

National Auto Varnispar Company, Louisville, $300,000; F. L. Kemper, S. E. Duncan, S. E. Booker, Jr.; J. D. Burge and W. G. Duncan, all of Louisville; to manufacture, wholesale and retail varnish for automobiles.

Broadway Center—Auto service, Louisville, $20,000; S. T. Johnson, E. M. Johnson and H. H. Johnson, all of Louisville; providing a place to park autos and motor vehicles, sales of gasoline, oils, etc.

ST. LOUIS FIRM SELLS BATTERY INSURANCE

St. Louis, Mo., Feb. 23.—A battery insurance system under which the owner receives battery service of every description at a charge of 50 cents a month, has been put into effect by the Howland Battery Corporation, of which J. M. Copeland is president. The battery is insured for one year, regardless of its condition, if it is able to turn over the motor.

OPENS REPAIR SHOP

Plymouth, Wis., Feb. 23.—Milton H. Meyers, connected with various automobile firms for eight years, has just opened an automotive repair shop and accessory supply store here.

Improvements

NEW FORD SALES HOME

Chicago, Feb. 23.—The Sherman Motor Car Corporation, Ford dealer, has just given up its former location at 5136-38 S. Ashland Ave., and moved into new and larger quarters at 5210-12-14 South Ashland. It is one of the best appointed Ford dealerships on the south side.

IN NEW QUARTERS

Long Beach, Cal., Feb. 23.—Charles Weaver, Auburn dealer, who has been located on East Anaheim Street, has moved into the salesroom formerly occupied by Woodworth Brothers. The salesroom has been completely remodeled and redecorated.

ADDITION PLANNED

Houston, Tex., Feb. 23.—Plans have been drawn for an annex to the Bonner Motor Company of this city. It is to be a fireproof building, 75 by 114 feet, one story and to cost $20,000. The addition will provide needed storage space and additional display rooms.

FORD DEALER MOVES

St. Paul, Minn., Feb. 23.—H. C. Johnson, Ford dealer at Lake Crystal, has moved into new quarters, formerly occupied by Griffith's Garage, to accommodate a rapidly expanding business.

JORDAN-BUICK CO. MOVES

Milwaukee, Wis., Feb. 23.—The E. M. Jordan-Buick Company, formerly known as the West Side Buick Company, has just moved into its new quarters at 415-417 Marshall St. The company held a seven day formal reception in connection with the opening of the new place.

PACIFIC CHEVOLET MOVES

Long Beach, Cal., Feb. 23.—An impressive parade through the downtown district announced the formal opening of the Pacific Chevrolet Company's new home at 2501 East Anaheim St. An orchestra played in the service department and refreshments were served the public, while souvenir folders were given away. The new structure is of brick and concrete, with stucco exterior. Floors are of concrete. The ceilings are sixteen feet in height. Passenger cars are displayed in a room separate from the trucks. To the rear of the display rooms are the accounting and executive offices, while in the rear of the building is the repair shop and service department. Ed Rose is manager of the company.

TO BUILD $60,000 HOME

Jacksonville, Fla., Feb. 23.—A building permit has just been issued for the construction of the new home of the Royal Motors Company, North Florida distributor for Chrysler. The structure will be a one-story steel and stucco building, 80 by 230 feet, and will cost $60,000.

NEW CHEVROLET HOME

West Allis, Wis., Feb. 23.—Daggett-Yewdale, Inc., Chevrolet dealer here, will move into its new quarters at 54th and Greenfield Avenue, this week. The new building faces two thoroughfares, Greenfield Avenue and National Avenue.

DEALERSHIP MOVES

Hartsville, S. C., Feb. 23.—The McDonald Chevrolet Company, local Chevrolet dealer, has moved into the McDonald Building, on 4th Street.

STAR DEALER MOVES

Hartford, Conn., Feb. 23.—Benny's Motor Sales, associate Star dealer selling under F. W. Williams, Inc., has moved from 252 Main St. to 195 Park St., taking over a commodious new salesroom there. A section of the adjoining service station will be used as a sales department for used cars.

NEW HOME OPENED

Wichita Falls, Tex., Feb. 23.—Formal opening of the new home of the Dixon Motor Company, Buick dealer, was held here recently. The building is a three-story structure and provides 67,000 square feet of floor space. The company has been actively engaged in the automotive business here since 1918. L. L. Dixon is head of the firm and Charles W. Nolen assistant.

NEW CAR REGISTRATION STATISTICS

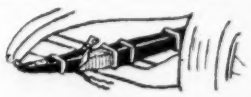
State	Marmon	Moon	Nash	Oakland	Olds-mobile	Overland	Packard	Paige	Peerless	Pierce-Arrow	Pontiac	Reo	Ricken-backer	Star	Stude-baker	Stutz	Velie	Wills Ste. Claire	Willys-Knight	Miscella-neous	Totals
N. Dakota			9	4	16	18	1				15			11	4		2		5		727

REGISTRATION STATISTICS

State	Marmon	Moon	Nash	Oakland	Olds-mobile	Overland	Packard	Paige	Peerless	Pierce-Arrow	Pontiac	Reo	Ricken-backer	Star	Stude-baker	Stutz	Velie	Wills St. Claire	Willys-Knight	Miscella-neous	Total
Alabama		2	36	5	13	18	9	2	1		19			20	22	3			10	14	1983
Arizona		1	35	2	18	34	7	1	2		24			29	46				9		788
Arkansas			6		6	10	1			1	2			13	5				3		452
California	33	51	612	176	107	208	180	37	47	38	253	42	11	262	731	27	12	4	197	122	11462
Colorado		1	29	9	12	10	6	4	3	2	17	2	2	50	23	3	2		13	1	673
Conn'ticut	3	3	40	36	20	33	28	5	1	10	43	15		11	51	6	1		21	6	1238
Delaware		1	14	6	4	17	2				6			5	8			1	7	3	388
Florida	6	4	85	52	29	82	42	7	5	5	87	7	3	28	70	1		2	31	3	3347
Georgia	1	1	40	9	13	17	9	1			22	3		25	23				14	1	2438
Idaho			6	1	10	9		2			7			14	2		1		3		217
Illinois	15	19	163	83	67	114	103	26	25	18	96	38	2	72	107	26	12	15	110	35	4675
Indiana	11	8	115	49	61	158	13	9	9		135	7		54	112	4	2		45	5	3967
Iowa		5	122	22	50	193	19	14	5		95	8	4	220	87	1	44	1	65	3	6812
Kansas	1		7	5	7	19	1				17	1		28	2				4		623
Kentucky	1	6	30	14	23	38	4	5		2	24	5	1	17	51	2		1	14	1	1405
Louisiana		4	40	6	7	16	5	1	2	2	25			7	14				6	1	727
Maine	2		1			3	1	3		1	4	2							4	1	100
Maryland	3	3	86	31	22	64	23	3	11	6	65	7	3	36	47	4	8		23	13	2364
Mass'setts	2	3	103	27	22	59	59	16	7	16	42	21	5	21	73	4	8		29	22	2299
Michigan	11	7	208	114	116	195	74	51	19	7	317	21	11	150	198	5		7	65	7	9015
Minnesota		2	21	16	12	35	9	4	2	1	38	1		30	20	2	3		11	15	1351
Misissippi			15	2	3	1				3	1			5	2				3		509
Missouri	6	49	65	20	38	58	48	4	4	13	56	4	8	58	61	4		5	41	13	3039
Nebraska		1	38	13	30	68	9	1			29	4		90	30		4		26	1	2188
Nevada			3		2	1	3		1		2			5	1	1	2		1		82
N. Hampsh.			6	2	2	5	2			1	1			3	6				1	3	162
N. Mexico			5	1	2	5	2	1			7			13	2				2		384
New York	24	32	476	131	110	330	213	42	61	81	155	40	12	133	545	17	33	21	214	74	8727
N. Carolina		1	57	23	36	65	26	6	1		70	4		52	41	2	1		11	1	4082
N. Dakota	1			2	4	8					2			3					1		120
Oklahoma	2	3	85	45	49	72	24	11	5	10	97	8		134	52	2	1		24	11	4328
Oregon			49	22	33	39	6	2		1	39	1	2	33	27	2	2		14		1090
Penn'vania	25	61	521	276	203	449	177	95	68	43	365	42	29	333	451	12	18	13	322	210	13622
Rh. Island		6	10	3	6	5	3	1	3	3	6	4		4	11		1		13	4	339
So. Carolina	1		26	8	11	15	3	2			37			19	21	2			8		1962
S. Dakota			6	2	9	24	1	1			6	1		14	9				6	1	465
Texas	4	15	229	43	73	180	46	3	3	8	104	12	2	206	165	5	2	1	80	6	9366
Utah	1	1	11	1	14	8		1			3			3	11	1	2		6	4	223
Vermont			3				1		1	1	2			1	6				1		124
Virginia	2	1	56	25	33	80	13	6	3	1	43	7		53	64	3	2	1	12	14	2962
Wash'gton	2	9	176	75	112	181	30	15		5	101	4	12	140	144	6	9	1	104	6	4918
W. Virginia			12	2	4	1			1		6			4	1				2		148
Wisconsin	1	1	30	5	5	14	9	4			14	1	1	14	10	2	1	2	6	17	591
Wyoming			10	5	9	3	2	1		1	10		2	16	7				5		252
Dis. of Col.	3	1	53	15	6	16	17	2	22	5	20	2		3	28		2		14	1	922
Total	161	302	3741	1384	1413	2960	1230	389	312	285	2517	314	110	2431	3387	147	173	75	1601	619	116,079

REGISTRATION STATISTICS

States	Moon	Nash	Oakland	Oldsmobile	Overland-Whippet	Packard	Paige	Peerless	Pierce-Arrow	Pontiac	Reo	Ricken-backer	Star	Studebaker	Stutz	Velie	Whippet 6	Wills St. Clare	Willys-Knight	Miscellaneous	Totals
Illinois	73	469	127	136	184	132	112	79	32	254	53		133	238	30		102		232	103	9495



Write for
SPECIAL PRICES
on
JEAVONS SPRING COVERS
any style
A MONEY MAKER for YOU
THE JEAVONS COMPANY
Cleveland, Ohio.

Canadian Production Recovers From Slump

(Continued from Page 1)

plained, directly to the close contact which the industry is now keeping with the retail trade, and is a sign of the fact upon which he has been insisting in recent announcements, that the automotive industry in the United States has its situation as well in hand as any other big industry in the country.

"The larger automobile factories can vary their output by as much as 25 per cent. in a fortnight," Mr. Smith said. "In their production they are working from hand to mouth, as is being done in the iron and steel industry, and have followed this policy in their relation with the trade, with a view of avoiding any backing up of production at either the factory doors or on the sales floors.

"The February figures will show, our reports indicate, an even sharper apparent recovery than in January, because at the end of the year the only normal and fair procedure was followed, that of allowing the dealers to clear their floors, of allowing the used car situation to be eased, and finally preparing for the new models which were shown at the big New York and Chicago and local shows.

"The demand has now picked up, in response to this careful policy, and at the same time the totaled figures in 1926 showed that the trade enjoyed another splendid year. The swing of the curves of production will hereafter be more normal, in comparison with other industries, and the year-end figures this winter may be taken as the surest sign of health and stability in this industry."

Rubber Ignores Production Gains

New York, Feb. 23.—Rubber failed to respond to favorable reports on the local exchange here Monday. Automobile production figures from the government for January were very satisfactory, showing the first increases recorded after six months of decline. The total production amounted to 234,-130 passenger cars and trucks as compared with 165,822 cars and trucks for December. Rubber traders, however, followed the London lead, and slight recessions on future deliveries recorded on that market were reflected here.

Activity was of the pre-holiday cover-up nature, with sales mounting to only 247½ tons as compared with 310 tons for the short Saturday session. The active months wound up 10 to 30 points lower.

London stock figures were very satisfactory, showing a surprising small gain of twenty-three tons, bringing the total to 56,962 tons.

RUBBER EXCHANGE OF NEW YORK

	High	Low	Close	Prev. close
February	38.00	37.90	*38.00	38.30
March	38.40	38.30	38.40	38.60
May	39.60	39.30	39.50	39.60
July	40.30	40.10	*40.20	40.40
September	41.10	41.00	*40.90	41.00
October	41.40	41.40	*41.30	41.50

Other months closed: January, †42.40; April, *38.80; June, †39.80; August, †40.60; November, †41.80; December, †42.10. Spot price, †38.90.

*Bid. †Nominal.

OUTSIDE CLOSING PRICES

Plantations—	Bid	Asked
Ribbed smoked sheets, spot	38¾	39
February	38¾	39
March	38¾	39
April-June	39¾	40
July-September	40¾	41
October-December	..	42½
First latex crepe	39¼	39½
Clean, thin brown crepe	35½	35¾
Specky brown crepe	..	35¼
No. 2 amber	..	35½
No. 3 amber	35½	35¾
No. 4 amber	..	35¼
Rolled brown	31½	31¾
Paras—		
Caucho ball—Upper	25	*26
Up-river, fine, spot	30	*30½
do coarse	24	24½
Island, fine	26	*26½
Mexican—		
Central scrap	23½	24
Guayule, washed and dried	..	30½
Esmeralda	21	21½
Balata—Block, Ciudad	46	47
Block, Colombia	39	40
Panama	39	40
Sheet	73	75

SCRAP RUBBER

(Dealers for delivery consumers.)

Boots and shoes	1¼a 2
Arctics, trimmed	1⅛a 1⅜
Arctics, untrimmed	1¼a 1½
Inner tubes, No. 1	8¼a 8¾
Inner tubes, No. 2	6¾a 7¼
Inner tubes, red	6¼a 6¾
Hose, steam and garden, ton, delivered	20.00a21.00
Hose, air brake, ton	33.00a34.00
Tires, auto white, ton	42.00a43.00
Mixed auto tires	25.00a26.00

*Nominal.

CORRECTION

On the front page of yesterday's issue was a picture of F. J. Fisher of General Motors and J. E. Morehouse of Stromberg and their wives, who sailed Monday on the S. S. Mauretania. The caption incorrectly stated that Mr. Fisher was with Stromberg and Mr. Morehouse with General Motors.

Carry two Spares With the T-N EXTRA TIRE CARRIER

When You're Double Sure - You Travel Double Quick

Retail Price $3.00 Per Set

THOMPSON-NEAYLON MFG. CO.
Chicago

N. Y. Association Protests Gas Tax

(Continued from Page 1)

little fellow who uses the automobile in his business.

Under the income tax, the man who makes a loss in his business does not have to pay tax, but under the gasoline tax a poor truck farmer who might net a loss on his business in a certain year would have to pay taxes just the same, thus increasing the amount of his loss.

3. The N. Y. S. A. A. charges that the proposal to pass a gasoline tax at this time is passing the buck. The state Legislature reduced the income tax, claiming that the state did not need the money, whereas now, after decreasing the state's revenue from the income tax, they claim that the state does need more money.

4. The most important reason put forth by those who would pass a gasoline tax is that money is needed for more roads. The state association points out that even under the present system of licensing automobiles a substantial part of the taxes thus raised goes to New York city and may be used by that municipality for operating the aquarium or any other thing.

Also the association points out that most of the gas tax bills now before the Legislature seek to scatter this money about the state, giving some to cities, some to villages, some to counties and only a portion to the state to be used on state roads.

5. Another claim of those who would add the gasoline tax to the substantial tax burden that the motorist now bears, according to the association, is that the motorist should pay more than he pays at present. It is pointed out that at the present rate of increase, the receipts from automobile fees on account of the everincreasing number of automobiles owned, in another five years, will amount to around $40,000,000. At the present time, the motorists pay more than $25,000,000.

The State Automobile Association and its member clubs believe that the everincreasing amount of taxation raised from the motorist will be sufficient to cover his share of building new roads and maintaining those already built.

BRIGGS MFG. COMPANY NETS $8,178,512 IN 1926

New York, Feb. 23.—The Briggs Manufacturing Company reports for the year ended December 31, 1926, a net income of $8,178,512, after depreciation, Federal taxes, etc., equivalent to $4.08 a share earned on 2,003,225 shares of no par stock. This compares with $8,141,656, or $4.07 a share, on 2,000,000 shares in 1925.

Data on Insurance Law Considered Premature

(Continued from Page 1)

vation. In the absence of facts, Massachusetts is in a position to do a service to the country by not encouraging the spread of optimistic propaganda.

"The country is heartily in favor of measures that will save lives. It is sincerely in favor of measures that will assure compensation to the innocent victims of accidents and penalize the reckless and irresponsible driver. At the same time, there has developed a strong sentiment in favor of moderation and this sentiment has reflected itself in decisions to postpone action on compulsory automobile insurance in its radical form.

"Several alternatives are now under consideration and are being given earnest thought. It would be a serious national error. If propaganda in support of the Massachusetts law were to prevent a through consideration of these alternative proposals that many state legislatures have before them.

"Here is decidedly an instance where the men behind the legislative machine should exercise caution in pressing the accelerator. In the meantime, it is hoped that the Massachusetts law is not a model, but an experiment."

Asheville, N. C., Feb. 23.—The Asheville Elcar Company has been appointed distributor for the Elcar automobile in North and South Carolina. A temporary salesroom has been established at 44 Spruce St.

Quarter Nets Loss For Norwalk Tire

New York, Feb. 23.—The Norwalk Tire and Rubber Company reports for the quarter ended December 31, 1926, a net loss of $63,-895 after expenses and depreciation, etc., comparing with a net profit after Federal taxes of $97,-421, equivalent after allowing for 7 per cent. preferred dividend requirements to 50 cents a share (par $10) earned on 149,500 shares of common stock in corresponding quarter of 1925.

Income account for the quarter ended December 31, 1926, compares as follows:—

	1926	1925
Gross profit	$105,959	$277,570
Expenses	140,541	146,590
Operating loss	$34,582	*$130,980
Other income	2,853	8,584
Total income	†$31,729	$139,564
Depreciation, etc	32,166	50,382
Federal tax res	.....	13,761
Net loss	$63,895	*395,421

*Profit. †Loss.

NEW TAUBMAN STORES

Baltimore, Md., Feb. 23.—The Taubman Automotive Company announces the following additional stores: 1550 Hancock St., Quincy, Mass.; 429-431 Broadway, Chelsea, Mass.; 104-106 Monroe St., Lynn, Mass., and 1005 H St. N. E., Washington, D. C.

HOTEL THE EMPIRE
BROADWAY AT SIXTY-THIRD STREET, NEW YORK CITY

A NEW fourteen story fireproof structure containing every modern convenience and "Servidor" Service.

Capacity 1,034

The location is unique: subway, elevated, street cars, buses, all at door.

RATES
Room, private toilet $2.50
Single Room with bath 3.50
Double Room with bath 5.00

M. P. Murtha, Gen. Mgr. Ample Parking Space

Sharply Reduced prices on many of the 20 charming body types and color combinations of the New PAIGE line of Sixes & Eights make the PAIGE FRANCHISE even more desirable!

features of the PAIGE Franchise

Wide line of twenty models on 4 chassis; Sixes and Eights; New low prices on many models; Extremely favorable finance plan; Strong company with liberal dealer policies; Extensive sales, merchandising and advertising assistance.

DEALERS!

There are still desirable territories open for Paige distributorships. You may be among them. Good business suggest that you get complete details of the many money-making opportunities this franchise offers. Mail the attached coupon without delay.

PAIGE-DETROIT MOTOR CAR CO.
Detroit, Michigan

Gentlemen:—

Without obligation, you may send me information about the Paige franchise.

Name

Address

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